

THE EFFECT OF PROMOTIONS AND DISCOUNT OFFERS ON THE BRAND IMAGE OF RINKADAILY

Ainun AFIFAH¹, Intan Widuri SAKTI²

^{1,2}Faculty of Economics and Business, Widyatama University, Indonesia

Corresponding author: Ainun Afifah

Email: ainun.afifah@widyatama.ac.id

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Abstract:

This research aims to determine the effect of promotions and discount offers on the Rinkadaily brand image. The research method used is descriptive and verification, using a quantitative approach to explain the relationship between the investigated variables. This research used a sample of 97 respondents. Sampling used a non-probability sampling technique with a purposive sampling technique with the characteristics of respondents who had previously purchased Rinkadaily products and were willing to fill out the questionnaire provided. The test tools used are research instrument tests and multiple linear regression analysis. The research results show that based on the coefficient of determination test between these two variables, the promotion variable partially produces a promotional effect of 0.24% and a discount offer of 2.56%. It shows that promotions and discount offers partially influence the brand image. The research results also show that the correlation value is positive. It indicates that the better the promotions and the more frequent discounts Rinkadaily offers, the better the Rinkadaily brand image will be. The conclusion is that promotions and discount offers partially and simultaneously significantly and positively affect the Rinkadaily brand image.

Keywords: Promotion, Discount Offer, Brand Image

INTRODUCTION

Competition in the business world is getting increasingly tight; every company is always trying to get market share, which will grow daily. One of the businesses that is currently developing is the fashion industry. Recently, the fashion industry has become the most profitable in Indonesia because growth continues to increase. The fashion industry is not just a primary need but can help this industry grow more rapidly (Siti, 2022).

So many local fashion brands have mushroomed with various characteristics and, of course, have better quality than foreign brands. Even many local brands have succeeded in reaching the international market. Based on data from the Goodstats survey results regarding the fashion preferences of young Indonesians, 40.2% of respondents chose local brands for the clothing styles worn in everyday life. Meanwhile, 3.8% of respondents chose foreign fashion brands to wear.

As a result of the development of the fashion business, consumers choose many alternatives and create many consumer offers. Therefore, business actors must have various strategies to attract consumer interest to increase sales and win the existing market. According to Farisi (2020), The primary key to winning the existing competition is to improve the brand image of a product and pay attention to marketing strategies to maximize profits and expand market share.

It is influenced by many factors, including price cuts, products, services, guarantees, promotions, distribution, marketing and others whose ultimate goal is to satisfy consumer desires. If consumers are satisfied, it is hoped that they will make repeat purchases or orders, and the long-



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term effect will be Promotion to other people. It will benefit business development in the long term because it has a good brand image in customers' eyes.

Consumers pay attention to price discounts as a purchasing decision because it is related to their income. Companies use ways to attract consumers by providing cheaper promotional prices than other brands. The company always tries to set a selling price that is acceptable to consumers and considered the most profitable. In this case, it can be noted the opinion according to Stanton in Kristiawan et al. (2018) What is meant by a price cut or discount is the result of a reduction from the base price or recorded price, or the registered price reduction can be in the form of a reduced price or discount.

Furthermore, apart from price cuts, the success of fashion companies is primarily determined by their quality, the quality of the goods traded, and their marketing strategies. Promotional factors are one of the most essential variables for a company's success in marketing its products or services. According to Basu and Irawan in Astari (2019), Promotion is a one-way flow of information or persuasion created to direct a person or organization to action, creating an exchange in marketing. Promotional factors can influence consumer behavior in making purchasing decisions. Promotion causes people who were previously not interested in buying a product to become interested and try the product so that consumers will make a purchase. Sales promotion is essential in realizing a company's sales goals so consumers become customers. They must first be able to try or research the goods produced by the company, but they will only do this if they are confident about the goods.

In choosing goods, consumers prioritize brand image over other things (Andika & Prisanto, 2019). Manufacturers brand their products so that consumers can always remember the brand of the product they have. Brand image can be defined as a person's belief, idea or impression of a brand because it influences consumer choices to determine which products they will buy and use (Kotler & Armstrong, 2016).

This explanation shows that the brand image of a product is influenced by several factors, one of which is price cuts and promotions. For buyers, brands help create quality and bring attention to new products that may be useful to them. Consumers assume that brands that are well-known on the market are safer than brands that are less popular on the market. Brands provide complete information compared to brands left behind in the market. For sellers, a brand is a product's feature or characteristic and will provide legal protection for that product. With a brand, consumers will be able to differentiate the characteristics of each product easily. Manufacturers are very interested in people's decisions about their products and services. Consumer decisions are greatly influenced by people's decisions about specific brands. Furthermore, this decision forms an image of the brand, product and person who acts according to the decision.

Brand image represents the overall perception of a brand and is formed from information and past experiences with that brand. Brand image is related to attitudes, beliefs, and preferences toward a brand. Consumers who have a positive image of a brand are more likely to make a purchase.

A study will be carried out through research on the Rinkadaily brand to determine the conditions based on existing phenomena. The reason for choosing the Rinkadaily brand is that this brand was only founded in early 2023, is always busy with customers, and is quite popular among women, both teenagers and adults. Furthermore, the reason for choosing promotional aspects and price cuts for the brand image is that both are known to have relevance. Apart from that, when consumers decide to buy Rinkadaily products, they also see how Rinkadaily products provide brand image, quality, prices and promotions that follow consumer desires so that they continue to buy products from Rinkadaily.



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Based on the limitations and problem formulation stated previously, the hypothesis in this research is as follows.

H1. Partial Promotion has a significant influence on the Rinkadaily brand image.

H2. Partial discount offers have a significant influence on Rinkadaily's brand image.

H3. The marketing mix, which includes promotions and discount offers, positively influences the Rinkadaily brand image.

METHODS

This research uses descriptive and verification research methods using a quantitative approach to check whether the facts are accurate and explain the relationship between the variables investigated, namely the influence of promotions and discount offers on the Rinkadaily brand image. This research uses primary data and secondary data. The test tools used are research instrument tests and multiple linear regression analysis.

The population in this research is 677 consumers at Rinkadaily who have purchased products from March 2023 to August 2023. The research samples will be taken from Rinkadaily consumers who have purchased Rinkadaily products. The exact Number of samples has yet to be discovered. Therefore, a non-probability and purposive sampling technique is used to determine the sample size. Purposive sampling is a technique in which respondents are selected to become sample members based on the researcher's considerations. The characteristics used as samples in this research are consumers who have previously purchased Rinkadaily products and are willing to fill out the questionnaire provided.

In determining the sample size, a formula is needed to produce a precise and accurate sample. So, the formula used is the Slovin formula (Sadao, 2022).

$$n = \frac{N}{1 + (Ne)^2}$$

Information:

n = Number of samples

N = Total population

e = Fault tolerance limit (error tolerance 10%)

Based on this formula, the Number of samples taken in this research is as follows:

$$n = \frac{2.847}{1+2.847(10\%)^2} n = \frac{2.847}{1+2.847(0,1)^2} n = \frac{2.847}{1+28,47} n = 96,6067 \text{ rounded to } 97.$$

Based on the results of research on the Slovin formula, the minimum Number of samples to be studied is 97 people.

RESULT AND DISCUSSION

This research was conducted by taking a sample of 97 respondents who were Rinkadaily consumers. The data analysis method used in this research is multiple linear regression analysis. Multiple linear regression analysis aims to determine the magnitude of the influence of the independent variable (X) on the dependent variable (Y). The results of multiple linear regression tests with the help of SPSS can be seen in Table 1.

Table 1. Multiple Linear Regression Test Results



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Model	Coefficients ^a			t	Sig.
	Unstandardized		Standardized		
	Coefficients		Coefficients		
	B	Std. Error	Beta		
1 (Constant)	16.126	3.301		4.886	.000
Promotion	.037	.061	.344	3.976	.000
Discount Offers	.221	.137	.518	5.976	.000

a. Dependent Variable: Brand Image

Based on Table 1, it can be concluded that the regression coefficient for promotions and discount offers is positive, which means that Rinkadaily's brand image will also increase when promotions increase.

Correlation coefficient analysis was also carried out to see the closeness of the relationship between the variables studied. The results of correlation calculations with the help of SPSS can be seen in Table 2.

Table 2. Results of Correlation Coefficient Analysis

		Correlations		
		Promotion	Discount Offers	Brand Image
Promotion	Pearson Correlation	1	-.074	.049
	Sig. (2-tailed)	.	.000	.000
	N	97	97	97
Discount Offers	Pearson Correlation	-.074	1	.160
	Sig. (2-tailed)	.000	.	.000
	N	97	97	97
Brand Image	Pearson Correlation	.049	.160	1
	Sig. (2-tailed)	.000	.000	.
	N	97	97	97

Table 1 shows that the promotion and discount offer variables partially correlate positively and significantly with the brand image variable. Based on the correlation criteria, this value is in the coefficient interval of 0.000 - 0.199, so it is included in the deficient category.

Apart from partial analysis, the magnitude of the influence of promotions and discount offers was also studied simultaneously with the help of SPSS. The results of the simultaneous analysis of the coefficient of determination can be seen in Table 3.

Table 3. Results of Determination Coefficient Analysis



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Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.171 ^a	.029	.009	1.874	2.112

a. Predictors: (Constant), Discount Offers, Promotions

b. Dependent Variable: Brand Image

Table 3 shows that the Adjusted R Square is 0.009. This means that the dependent variables in this model, namely promotions and discount offers, can explain 0.9% of the variation in brand image. In comparison, other variables outside the model influence the remaining 99.1%.

To determine how much influence individual independent variables have on the dependent variable, you can use the individual parameter significance test (t-test). This research has a significance of 5% or $\alpha = 0.05$. The t-test results can be seen in Table 4.

Table 4. T-Test Calculation Results

Variable	Sig.	Probability	t _{count}	t _{table}	Decision
Promotion (X ₁)	0.000	0.05	3.976	1.98580	H ₁ accepted
Discount Offers (X ₂)	0.000	0.05	5.976	1.98580	H ₂ accepted

The conclusion results in Table 4 show that promotions and discount offers significantly influence the Rinkadaily brand image.

H1. Partial Promotion has a significant influence on Rinkadaily's brand image. This research found that the relationship between Promotion and brand image was 0.049, which was very low. Based on the coefficient of determination test results between the two variables, the promotion variable partially produces an influence of 0.24%. It can also be seen that t-count (3.976) > t-table (1.98580), which means the first hypothesis is accepted. It shows that Promotion affects brand image. Apart from that, the average value of the promotion questionnaire results is 4.18, which means the respondents' responses to the promotion variable are high.

This research is supported by previous research conducted by Angeline et al. (2023). The better the Promotion by Rose All Day Cosmetics, the better the brand image of Rose All Day Cosmetics in Badung Regency. According to Safitri dan Patrikha (2020), Promotion is one strategy that is quite effective as a stimulus for companies that want to stimulate consumer purchasing decisions in order to improve the company's brand image. This study's results align with the research results of Akbar and Haryoko (2020), Raji et al. (2019), and Saparso et al. (2021), which also state that Promotion has a positive and significant influence on brand image.

H2. Partial discount offers have a significant influence on Rinkadaily's brand image. This research found that the relationship between discount offers and brand image was 0.160, which is very low. Based on the coefficient of determination test results between these two variables, the discount offer variable partially produces an influence of 2.56%. It can also be seen that count (5.976) > table (1.98580), which means the second hypothesis is accepted. It shows that discount offers affect brand image. Apart from that, the average value of the promotion questionnaire results is 4.17, which means the respondent's response to the promotion variable is high.



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This research is supported by previous research conducted by Fadilah et al. (2023). It states that price discounts in KFC's marketing strategy will increase product purchasing decisions, making consumers aware of KFC's good brand image. According to Budiharseno (2021), If there is a discount offer that suits consumer capabilities, a brand will be increasingly sought after by all consumers. It shows that price can influence consumers' views regarding brand image, so companies must consider price factors in preparing their brand strategy. The results of this study align with the research by Zhafira dan Sigit (2023). It states that discounts positively affect the brand image, so the more discounts there are, the more the brand image of Something products on Shopee will also increase.

H3. The marketing mix, which includes promotions and discount offers, simultaneously positively influences the Rinkadaily brand image. This research showed that the relationship between promotions and discounts on brand image simultaneously was 0.171, which was very low. Based on the test results, the coefficient of determination between these two variables produces an influence of 0.9%. The correlation value has a positive sign, indicating that the relationship between the independent variable and the dependent variable is in the same direction, where the better the promotions and the more frequent discount offers offered by Rinkadaily, the better Rinkadaily's brand image will be and will be remembered by consumers.

This research is supported by previous research conducted by Safitri and Patrikha (2020). It states a link between Promotion and a company's brand image, where one form of Promotion, namely the presence of price discounts, can influence purchasing decisions. Consumers make online marketplace purchases because the promotions provided are trustworthy, product prices during promotions are cheaper, and various promotions create satisfaction. It can improve consumer perceptions regarding the brand image.

Implications. Based on the results of this research, theoretical and practical implications can be proposed. The theoretical implications of research include the following:

- 1) Promotions that suit the needs of the target market will have a positive impact on the brand image. So, if the company's promotions are better for consumers, it will leave a good impression on the brand image in consumers' minds.
- 2) Offering discounts that suit the target market's needs will positively impact the brand image. If the company's discount offer is more in line with consumers' desires and abilities, consumers will have opportunities to make transactions, thereby improving the company's brand image.
- 3) Simultaneous promotions and discount offers have a positive impact on brand image. These two variables are important factors for a company's brand image so that consumers do not hesitate to consume the products sold by a company.

The practical implications of the results of this research based on all existing hypotheses mean that an excellent promotional role and appropriate discount offers are needed to improve brand image optimally. It needs to be considered because frequent promotions influence consumer assessments of brand image. This statement can be a consideration for Rinkadaily in promoting and providing discount offers to improve the brand image optimally. Not only for Rinkadaily, but this research can provide information and considerations for management, especially the fashion industry, in providing discounts and designing promotions to improve the brand image of a product or company.



CONCLUSION

After researching and discussing the influence of promotions and discount offers on the Rinkadaily brand image, the researchers tried to draw the following conclusions.

- 1) Promotion positively influences the Rinkadaily brand image in the deficient category.
- 2) Discount offers positively influence the Rinkadaily brand image in the deficient category.
- 3) Promotions and discount offers together influence 0.9% of the Rinkadaily brand image, while other variables not used in this research influence the remaining 99.1%.

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